

## We are taking the Green Business Challenge

AbundaTrade.com  
 American College of Building Arts  
 At Goal Inc.  
 BCD Council of Governments  
 Biggest Air Hole  
 Blackbaud  
 Cantey Technology  
 Charleston Battery  
 Charleston County Aviation Authority  
 Charleston Metro Chamber of Commerce  
 Charleston Naturally  
 Chastain Construction Inc.  
 The Citadel  
 City of Charleston – City Hall  
 City of Charleston – 75 Calhoun Street  
 Condon Law Firm  
 Daniel Island Academy  
 Daniel Island Animal Hospital  
 Daniel Island Property Owners' Association  
 Dixon Hughes PLLC  
 Duvall Catering and Event Design  
 Grubb&Ellis | WRS  
 HarbourView Inn  
 Hawthorn Suites  
 Holiday Inn Express & Suites  
 Island Realty  
 Kiawah Island Community Association, Inc.  
 King Charles Inn  
 The Law Offices of Richard A. Hricik  
 Liollo Architecture  
 Lowcountry Local First  
 Lowcountry Open Land Trust  
 McGuire & Co., LLC  
 McMillan Pazdan Smith architecture  
 Meadors Construction  
 Money With A Mission  
 Morris Financial Concepts  
 MUSC Anderson House  
 MUSC College of Health Professions A Bldg  
 MUSC Institute of Psychiatry  
 Office Connections  
 Perrin Woodworking  
 permar inc  
 Revolutionary Eating Ventures

S&ME, Inc.  
 SC Aquarium  
 SC Coastal Conservation League  
 SC Department Of Health and Environmental Control-  
 Office of Ocean and Coastal Resource Management  
 SC Department Of Health and Environmental Control-  
 Office of Environmental Quality Control  
 SC Green Fair  
 Stantec Consulting Services  
 Steel Technologies  
 Stubbs Muldrow Herin architects  
 Sustainable Energy Solutions  
 The Sustainability Institute  
 Teleconsultants Inc  
 Tidewater Environmental Services  
 Total Life Care  
 Vapor Apparel  
 The Vision Center at Seaside Farms  
 Weight Watchers  
 Wilbur Smith Associates  
 Wonder Works

Participants with baselines as of 12/1/10

### To sign up, visit

[www.CharlestonGBC.com](http://www.CharlestonGBC.com)

**E-mail:** [CharlestonGBC@charleston-sc.gov](mailto:CharlestonGBC@charleston-sc.gov)

### Or register online:

[http://greenbusinesschallenge.wufoo.com/](http://greenbusinesschallenge.wufoo.com/forms/green-business-challenge-registration/)  
[forms/green-business-challenge-registration/](http://greenbusinesschallenge.wufoo.com/forms/green-business-challenge-registration/)

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and our  
Community*

# Charleston Green Business Challenge Overview

The Green Business Challenge is a voluntary metro area program designed for a broad group of businesses and institutions to **consider ways to make their own businesses more environmentally sustainable while increasing their profitability**. Three key elements are reducing a businesses' use of energy, waste and water.

The twelve month program will allow businesses to **see results** throughout the process. It rewards not only reducing waste and consumption, but also incentivizes community involvement and stewardship.

The primary interest for the **City of Charleston and its partners: Charleston Metro Chamber, Lowcountry Local First, Green Fair, The Sustainability Institute and Charleston County** is to continue to assist businesses with ways to save money through practices that will both benefit their business and the community as a whole.

Businesses will gain points through our GBC "scorecard". **The scorecard outlines hundreds of sustainable initiatives, and clearly explains how to enact these practices into any business.** Most "points" from the score card are easily attainable, and can be as simple as switching to recycled paper.

## What it means for consumers...

As consumers, we have the responsibility to make sure that organizations, from whom we purchase goods and services, are making the correct business decisions for our ever-changing marketplace. By purchasing goods and services from business that have participated in the Green Business Challenge, **consumers know that the business is making socially responsible and environmental decisions that will enhance our community as a whole.**

## What it means for business owners...

The benefit for businesses is two-fold. First, businesses will begin to see improvements almost immediately after switching to sustainable business practices. **Energy efficiency translates in dollar savings which a business owner can pass on to customers, employees, as well as the business itself.** Second, by participating in the Green Business Challenge and receiving **recognition**, businesses will be able to be recognized as having a triple bottom line: that is, a consideration of people and the planet as well as bottom line profits.



## How does it work?

1. Businesses must first **register** for the Green Business Challenge.

2. Once your business is registered, the business owner will fill out a preliminary "scorecard" for baseline figures in various environmental and social categories. From the scorecard, the business will create a plan in order to attain certain goals. **Baseline scorecards show commitment and are due by December 31, 2010.**

3. During the year long challenge (which began in August 2010), business owners and employees will learn and adopt new sustainable business practice through a range of **free trainings** hosted by the City and its GBC partners and various other local providers.

4. At the end of the Challenge, another scorecard will be filled out. The business will analyze and interpret the changes it has made throughout the year. From this the **business can determine energy savings and dollar savings** accumulated during the GBC.

5. Businesses achievements will be **recognized** and awarded at the 2011 Charleston Green Fair.